



**City of Scottsdale  
Tourism Development Commission  
Regular Meeting**

**MARKED AGENDA**

8:00 a.m., Tuesday, October 16, 2012  
Pinnacle Conference Room at Human Resources  
7575 E Main Street  
Scottsdale, Arizona 85251

**1. Call to Order/Roll Call - 8:00AM**

Michael Hoffmann, Chairman - **ABSENT**  
Kathleen Glenn, Vice-Chairwoman  
Tom Enders  
Ace Bailey

David Richard  
Mike Surguine - **ABSENT**  
David Scholefield

**2. Approval of Minutes**

Commission discussion and possible action to approve the September 18, 2012 regular meeting minutes (Attachment No.1) **COMMISSIONER BAILEY MOVED TO APPROVE THE MINUTES OF THE SEPTEMBER 18, 2012 MEETING. CHAIRMAN ENDERS SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).**

**3. Staff Liaison Reports**

Staff Contact: Steve Geiogamah, Tourism Development Coordinator  
a. Staff Bed-Tax Collection Report (Attachment No.2)  
b. Bed Tax Proforma (Attachment No.3)  
c. Smith Travel Report (Attachment No.4)  
d. Program Updates

**4. West World TNEC Event Sales/Marketing**

At the request of the Commission, update and discussion regarding the West World/TNEC event sales/marketing. (Attachment No.5)  
Presenter: Paul Katsenes, Executive Director Community & Economic Development



PERSONS WITH A DISABILITY MAY REQUEST A REASONABLE ACCOMMODATION BY CONTACTING HOLLI SHANNON 480-312-7989 OR [HSHANNON@SCOTTSDALEAZ.GOV](mailto:HSHANNON@SCOTTSDALEAZ.GOV). REQUESTS SHOULD BE MADE 24 HOURS IN ADVANCE, OR AS EARLY AS POSSIBLE, TO ALLOW TIME TO ARRANGE THE ACCOMMODATION.

**5. Baseball Festival Proposal**

Commission discussion and possible action regarding event support funding recommendation to City Council. (Attachment No. 6, 6a, 6b, 6c) Staff Contact: Steve Geiogamah

**COMMISSIONER ENDERS MOVED TO APPROVE THE RECOMMENDATION OF \$75,000 WITH THE STIPULATION THAT IN THE FUTURE, THIS FESTIVAL CONSIDER GOING THROUGH THE EVENT SUPPORT FUNDING PROGRAM. CHAIRMAN RICHARDS SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ONE (1), COMMISSIONER SCHOLEFIELD DISSENTING.**

**6. Findings and Implications of the 2012 Leisure Visitor Inquiry Study**

Report and Commission discussion. (Attachment No.7, 7a)

Presenter: Bruce Hernandez, Senior Vice President, Behavior Research  
Casey Coulter, City of Scottsdale

**7. SCVB First Quarter Performance Measures Report**

Report update and Commission discussion (Attachment No.8)

Staff Contact: Steve Geiogamah; Rachel Pearson, Vice President of Community & Government Affairs of the SCVB

**8. Identification of Future Agenda Items**

The public body may not discuss, deliberate, or take legal action on any matter in the “Identification of Future Agenda Items” unless the specific matter is properly noticed for legal action.

**9. Public Comment**

Citizens may address the members of the Tourism Development Commission during “Public Comment.” This time is reserved for citizen comments regarding non-agendized items. However, Arizona State law prohibits the Tourism Development Commission from discussing or taking action on an item that is not on the prepared agenda.

**10. Adjournment-9:46AM**

**Next scheduled meeting is November 20, 2012**



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